



UNIVERSITI TEKNOLOGI MARA

MUB552: CREATIVE PROMOTION IN NEW MEDIA

Course Name (English)	CREATIVE PROMOTION IN NEW MEDIA APPROVED		
Course Code	MUB552		
MQF Credit	3		
Course Description	The changes in the media landscape, the evolution of convergence, the explosion of web 2.0 including social media as well as their implications for business and communication environments, are important elements, which any inspiring journalist, marketer or communicator should be aware of, understand, and, most of all, be able to keep up with. This course is designed to meet such needs and addresses an international audience.		
Transferable Skills	<ol style="list-style-type: none"> 1. Apply knowledge of new media in creative promotion 2. Communicate effectively with others 3. Perform assigned tasks with proper social skills, teamwork and responsibilities 4. Added values, ethics, moral and professionalism in the tasks given. 5. Manage all information for life long learning 6. Apply skills on management and entrepreneurship 7. Create leadership skills 		
Teaching Methodologies	Lectures, Seminar/Colloquium, Problem Based Learning (PBL), Discussion		
CLO	<p>CLO1 Demonstrate how the new media concepts relate to journalism and communication industry while able to appraise the diversity (cultural and technological) of the new media landscape</p> <p>CLO2 Compare the challenges that new media pose to traditional media outlets as well as to the communication industries and summarize developments of new media and their impact (influences, opportunities and risks) on communication, marketing and journalistic practice.</p> <p>CLO3 Generate content fit for new media using new media applications and tools and develop short term social media strategies.</p>		
Pre-Requisite Courses	No course recommendations		
Reading List	<table border="1"> <tr> <td>Recommended Text</td> <td> <ul style="list-style-type: none"> • Belch, G. & Belch, M. 2007, <i>Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 7th Edition Ed., McGraw Hill/ Irwin Boston • Belch, G. & Belch, M. 2007, <i>Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 7th Edition Ed., McGraw Hill/ Irwin Boston </td> </tr> </table>	Recommended Text	<ul style="list-style-type: none"> • Belch, G. & Belch, M. 2007, <i>Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 7th Edition Ed., McGraw Hill/ Irwin Boston • Belch, G. & Belch, M. 2007, <i>Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective</i>, 7th Edition Ed., McGraw Hill/ Irwin Boston
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Article/Paper List	This Course does not have any article/paper resources		
Other References	<ul style="list-style-type: none"> • n/a Clow, K. E. & Baack, D 2004, <i>Integrated Advertising, Promotion, and Marketing Communications</i>, Pearson, Prentice Hall, New Jersey 		